

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

APPLICANT: Brett Error and John Pestana
APPLICATION NO.: 10/609,008
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TITLE: CAPTURING AND PRESENTING SITE VISITATION PATH DATA
EXAMINER: Kavita Padmanabhan
GROUP ART UNIT: 2161
ATTY. DKT. NO.: 32021-08054

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RESPONSE TO NOTICE OF NON-COMPLIANT APPEAL BRIEF

This paper is filed in response to the Notice of Non-Compliant Appeal Brief mailed on June 11, 2007. Pursuant to MPEP 1205.03(B), this paper provides a summary of the claimed subject matter as required by 37 CFR 41.37(c)(1)(v) and in response to the Notice.

As required by 37 CFR 41.37(c)(1)(v), the following is a concise explanation of the subject matter defined in each of the independent claims involved in the appeal,

referring to the specification by page and line number and to the drawings by reference characters.

Independent claim 12 is directed to a computer-implemented method for capturing and presenting node sequence data. An input designating a target path comprising a sequence of nodes is received. The target path includes at least one wild card. Several embodiments of such inputs are given in the specification. For example, paragraphs [0045] to [0049] (page 14, line 19 to page 15, line 9) disclose using a pattern mask as an input designating a target path with wildcards. An example of a target path comprising a sequence of nodes and wildcards is shown in paragraph [0049] (page 15, line 9). Figure 9B illustrates a graphical user interface to create an input designating a target path (901) with a wildcard (902D), in one embodiment. A description of this graphical user interface appears in the specification at paragraphs [0061] to [0067] (page 17, line 16 to page 18, line 14).

A plurality of records comprising node sequence data are retrieved from a stored log. One embodiment of this step is described in paragraph [0033] (page 8, lines 16-18, which describes transmission of web page visitation tracking information from a client machine to a tracking server. In the described embodiment, tracking server (106) records requests in a log (108), and site path analysis module (113) retrieves the stored tracking data from log (108); see paragraphs [0033] to [0034] (page 9, lines 5-7 and 12-13). Log (108) is shown, for example, in Fig. 1.

The retrieved records are filtered to identify records corresponding to node sequences that match the target path. An example of this filtering step is described in the specification at paragraph [0050] (page 15, lines 10-12). Other filtering examples are shown in paragraphs [0054] to [0055] and [0057] to [0058] (page 16, lines 5-21 and page 17, lines 4-9).

A report is output based on the identified records. This step is described in the specification, with examples, at paragraph [0034] (page 9, lines 12 to 20). Further examples of reports are given at paragraphs [0084] to [0124] (page 23, line 9 to page 33, line 4). Examples are illustrated in Figures 4, 5, 6, 11, 12, 13, 14A, and 16 (reference numbers 400, 500, 600, 1100, 1200, 1300, 1400, and 1600 respectively).

Independent claim 33 is directed to a system for capturing and presenting node sequence data. A log stores a plurality of records comprising node sequence data. One embodiment of this log is described in paragraph [0033] (page 8, lines 16-18, which describes transmission of web page visitation tracking information from a client machine to a tracking server. In the described embodiment, tracking server (106) records requests in a log (108), and site path analysis module (113) retrieves the stored tracking data from log (108); see paragraphs [0033] to [0034] (page 9, lines 5-7 and 12-13). Log (108) is shown, for example, in Fig. 1.

An input device receives input designating a target path comprising a sequence of nodes. The target path includes at least one wild card. Several embodiments of such inputs are given in the specification. For example, paragraphs [0045] to [0049] (page 14,

line 19 to page 15, line 9) disclose using a pattern mask as an input designating a target path with wildcards. An example of a target path comprising a sequence of nodes and wildcards is shown in paragraph [0049] (page 15, line 9). Figure 9B illustrates a graphical user interface to create an input designating a target path (901) with a wildcard (902D), in one embodiment. A description of this graphical user interface appears in the specification at paragraphs [0061] to [0067] (page 17, line 16 to page 18, line 14).

A path analysis module retrieves records and filters the retrieved records to identify records corresponding to node sequences that match the target path. Path analysis module is shown in Fig. 1 (element 113) and described at paragraph [0034] (page 9, lines 12-13). An example of the filtering operation performed by path analysis module is described in the specification at paragraph [0050] (page 15, lines 10-12). Other filtering examples are shown in paragraphs [0054] to [0055] and [0057] to [0058] (page 16, lines 5-21 and page 17, lines 4-9).

An output device outputs a report based on the identified records. One example of an output device is a display screen, described at paragraph [0034] (page 9, line 13-15). Specific types of output are described in the specification, with examples, at paragraph [0034] (page 9, lines 12 to 20). Further examples of reports are given at paragraphs [0084] to [0124] (page 23, line 9 to page 33, line 4). Examples are illustrated in Figures 4, 5, 6, 11, 12, 13, 14A, and 16 (reference numbers 400, 500, 600, 1100, 1200, 1300, 1400, and 1600 respectively).

Independent claim 54 is directed to a computer program product for performing steps similar to those recited in claim 12. The steps are described in the specification as set forth above in connection with claim 12. The specification discusses a software-based implementation at paragraph [0035] (page 10, lines 1-4).

Appellants respectfully submit that the present response now satisfies the requirements for the Notice of Appeal.

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Respectfully submitted,

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